



175 2165

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

In re application of:

Applicant	:	Thomas J. Perkowski
Serial No.	:	10/059,078
Filed	:	January 28, 2002
Title of Invention	:	AN INTERNET-BASED CONSUMER SERVICE BRAND MARKETING COMMUNICATION SYSTEM WHICH ENABLES SERVICE PROVIDERS, RETAILERS, AND THEIR RESPECTIVE AGENTS AND CONSUMERS TO CARRY OUT SERVICE- RELATED FUNCTIONS ALONG THE DEMAND SIDE OF THE RETAIL CHAIN IN AN INTEGRATED MANNER
Attorney Docket No.	:	100-058USANA0
Examiner	:	Jeffrey D. Carlson
Group Art Unit	:	2165

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION MAILED JUNE 28, 2007

Sir:

In response to the Office Action mailed June 28, 2007, Applicant hereby submits the following amendments to the same:

AMENDMENT OF THE TITLE:

Please delete the previous Title to Invention, and add the new Title as follows:

--WEB-BASED NETWORK FOR MANAGING AND DELIVERING CONSUMER SERVICE MARKETING COMMUNICATIONS TO CONSUMERS AT WEBSITES ALONG THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY SERVICE MANAGEMENT TEAM MEMBERS AND AUTHORIZED PARTIES--